

*Franchise Sales
Conference*

▶ *Future of Franchisee
Recruitment*

*Best Practices for a
New Economy*

Thursday April 8th
Washington, DC
(Day before IFE)

8AM-5PM

Hamilton Crowne Plaza
(near the Convention Center)

Facilitator

Joe Mathews

Founding Partner

**FRANCHISE
PERFORMANCE
GROUP**

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Franchise buying behavior is changing. Many tactics and strategies which we could count on to produce franchise sales results in the past seem to be no longer working. Yesterday's winning formula may become tomorrow's blueprint for failure.

Franchise Performance Group is hosting a highly interactive **one-day program** to show franchisors **tomorrow's recipe for franchise sales success**.

Increase Recruitment Success Using Breakthrough Strategies

- 7 sure-fire strategies for greater sales performance
- Franchise sales process of the future
- Using new technology to drive results
- Proven strategy to close deals using social technology: A case study and discussion
- Converting 5% of website visitors to leads. A case study and discussion

Skill Development Workshops

- Understanding the 4 franchise buying styles. Adapting your sales style to match their buying style
- Moving buyers from fear to problem-solving
- Holding candidates accountable

Led by Joe Mathews

Founding Partner of Franchise Performance Group



25-year franchise veteran and thought leader in franchise sales.

Co-author of *Street Smart Franchising*

Author of *Future of Lead Generation: 6 Big Changes Which Will Alter Franchising Forever*.

www.FranchisePerformanceGroup.com



Agenda

Time	Topic
8	Introductions
8:30	Business of Franchising 7 Factors for Breakthrough in Franchise Sales
9	Advanced Skill Development Workshop One Four Franchise Buying and Four Franchise Selling Styles Adapting Your Sales Style to Fit Their Buying Style
10	Advanced Skill Development Workshop Two. Expert Interviewing technique Getting into the franchise buyer's world
11:30	Advanced Skill Development: Workshop Three Holding candidates accountable. Dr. Robert Cialdini's behavior techniques for moving candidates into action
Noon	Lunch
1	Advanced Skill Development Workshop Four : Coaching Techniques Dr. Albert Ellis' techniques for moving candidates away from fear and misperceptions and into problem-solving
2	Franchisee Recruitment Process of the Future Open Discussion
3:30	Social Technology: A Proven Strategy How Showhomes uses social technology to recruit franchisees Special guest: Thom Scott, partner Showhomes
4:30	Open Discussion: What are you most concerned about?
5	Wrap up and evaluation



Save \$200

Early Bird Registration is \$499

Registration is limited to first 40 attendees

To register or for more information
Call Joe Mathews (860) 567-3099 or
Michael Mudd (949) 429-2501
or Email Joe@FranchisePerformanceGroup.com

Early Bird Registration Expires Friday, March 26th.

Who should attend?

CEO, COO, Franchise salespeople, VP and Directors of Franchise Development, Area Developers...anyone responsible for franchise sales results

Hotel Information: Rooms \$229

Hamilton Crowne Plaza

1001 14th St. NW Washington, DC

www.HamiltonHotelDC.com

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